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## The Book Word Thesaurus

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# For Your Information

Unique New Writing Tool for Publishing Industry ...Helps Erase Writer's Block,  
Upgrade Writing Quality

By Nat Bodian (Publishers' Marketing Consultant)

Whether you're in publishing or librarianship, sooner or later you'll be involved in projects where you'll have to write one or more book descriptions.

Writing about and describing books, unless you're a seasoned 'pro', can be extremely difficult. But help to speed your thinking processes in this area is on the way in the form of a new writing tool, for anyone who writes about books.

It's called *The Book Word Thesaurus*...and its comprehensive five sections are bursting with thousands of word ideas all designed to erase writer's block and improve writing quality.

The opening section of *The Book Word Thesaurus* helps you to think in ways you can say 'book' without using that particular four-letter word. It offers nearly 900 book-word substitutes, ranging from 'ABC' to 'yarn'. In between are such basic everyday words as history, novel, study, text, thriller, and work.

To speed your writing on its way, after you've selected the appropriate noun for your writing effort, you'll next need an 'action' verb to move your sentence along. The *Thesaurus* provides an ample supply of well over a thousand such verbs from which you can select the one that exactly mirrors your thoughts.

You may want your book description to focus on some special quality or qualities of the book you're writing about. So you turn to the guides in Part 2 of the *Thesaurus* on book qualities. Say you

want to write about the book's 'newness' — You'll find nearly half a hundred just-right adjectives and phrases from 'all-new' to 'wonderfully up to date'. For 'book content' adjectives, you'd have over 250 choices.

On the other hand, perhaps you just want a good book adjective, or you want to describe a book in superlative terms as 'The most...'. You turn to the Master Descriptive Word List in Part 3 of the *Thesaurus* where you'll find, alphabetically arranged, over 2,500 tested book adjectives, as well as lead-off adverbs from which you can extract the word or words you need. In the case of 'The most...' if you turn to 'most' in the Master list, you have available to you approximately 150 adjectives that go with 'most' from 'most absorbing' to 'most zany'.

In yet another section of *The Book Word Thesaurus* are specific adjectives and descriptive phrases tailored to specific book substitute words. Take for example 'Account' or 'Guide' or 'History' or 'Novel' or 'Textbook' or 'Work'.

There are lengthy lists of specific examples for each — all taken from publishing industry applications. In the *Thesaurus*, the numbers of examples appropriate to each are: Account (approximately 500); Guide (approximately 450); History (approximately 250); Novel (approximately 750); Textbook (approximately 150); Work (approximately 400).

The fifth and concluding section of the *Thesaurus* discusses the use of descriptive words to illuminate and amplify book descriptive matter. There follow specific words

appropriate for the three predominant illustrative words, 'drawings', 'illustrations' and 'photographs'.

As most people who endeavor to amplify illustrative book matter rarely come up with more than half a dozen good adjectives for these three words in the course of their writing, the 600-plus tested examples given in the *Thesaurus* are bound to greatly broaden their writing horizons.

*The Book Word Thesaurus* has been a project—mainly of research—to which I've devoted a good deal of time and attention over the past two years. It promises to provide a new writing tool for the publishing industry that will change the way books are written about, reviewed, and described, and to vastly improve the quality of book-related writing. All entries in *The Book Word Thesaurus* have been taken from actual book industry applications.

In the first week of May 1990, contract negotiations were near completion with a library-oriented publisher. On signing, the work should be available soon.

Nat Bodian is author of eight previously-published books — seven publishing industry guides, and a two-edition dictionary for direct mail marketers. He has also written over a score of articles on publishing-related topics. His two most recent works, both from Oryx Press, are *How to Choose a Winning Title* (1988), and *Bodian's Publishing Desk Reference* (1988). Other Bodian works include *Copywriter's Handbook* (for professional and scholarly books) and the classic two-volume *Book Marketing Handbook*. ✍

We would like to thank the following companies for their generous contributions!

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